

Message Text

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ACTION EUR-06

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P R 310731Z MAY 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2078

UNCLAS STOCKHOLM 2308

E.O. 11652: N/A

TAGS: BEXP, AFSP, AFIN, BCOM, SW

SUBJECT: ANNUAL MARKET PROMOTION CONTRACT - FISCAL YEAR 1975

FOR BIC/OIM A.J. CAYA

1. SUMMARY: THE TRADE CENTER SOLICITED BIDS DURING APRIL 1974 WITH A DEADLINE MAY 6 FROM QUALIFIED PUBLIC RELATIONS FIRMS (INCLUDING CURRENT WTDR'S) IN THE SWEDISH MARKET AND RECEIVED THREE FORMAL BIDS FOR THE 1975 FISCAL YEAR. OF THE THREE BIDS RECEIVED, ONE WAS NOT RESPONSIVE AND EXTRAORDINARILY HIGH, ONE BID WAS PARTLY INCORRECT OWING TO A MISUNDERSTANDING BY THE BIDDER AND HAS BEEN CORRECTED FOR RESPONSIVENESS, THE THIRD BID WAS FROM THE TRADE CENTER'S PRESENT CONTRACTOR. STC RECOMMENDS, BASED UPON A THOROUGH REVIEW, THE AWARDING OF THE CONTRACT TO BERGSTROM-NISSEN-LIE (WTDR 4/74). THE BID NOTICES, CONTRACT TERMS, CLARIFYING AMENDMENTS, BIDS, AND AVAILABLE BACKGROUND ON THE BIDDERS IS BEING FORWARDED UNDER SEPARATE COVER VIA AIR MAIL.

2. THE BID COMPARISON FOLLOWS: A) BERGSTROM-NISSEN-LIE (B-N-L); B) PUBLIC RELATIONS A.B. (PRAB); C) PHILIP LORRAINE (BIDS REPORTED IN DOLLARS)

INSTITUTIONAL FEE A) \$12,600 B) \$ 3,628 C) \$ 48,860

EXHIBITION FEES A) \$44,800 B) \$50,816 C) \$55,808

SUBTOTAL A) \$57,400 B) \$54,444 C) \$104,668

REIMBURSABLES:

MAIL LISTS A) \$10,500 B) \$ 7,441 C) NOT RESPONSIVE

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PRINTING A) \$16,300 B) \$17,187 C) NOT RESPONSIVE

MAILING A) \$ 4,900 B) \$ 5,581 C) NOT RESPONSIVE
PHOTOGRAPHIC SVCS A) \$ 325 B) \$ 279 C) NOT RESPONSIVE
PRESS CLIPPINGS A) \$ 115 B) \$ 186 C) NOT RESPONSIVE
REPFIND A) \$ 1,860 B) NOT RESP.C) NOT RESPONSIVE
SUBTOTAL A) \$34,000 B) \$30,674# C) NOT RESPONSIVE
TOTAL BIDS A) \$91,400 B) \$85,118 C) NOT RESPONSIVE

NOTE: REPFIND SERVICES QUOTED BY B-N-L MAY BE DEDUCTED FROM BID,
OR A COMPARABLE AMOUNT MUST BE ADDED TO P.R.A.B. BID FOR
COMPARISON. ALL BIDS HAVE BEEN MADE IN DOLLARS AND SWEDISH CROWNS,
ASSUMING AN EXCHANGE RATE OF 4.30 SKR EQUALS \$1 US. PAYMENT WILL
BE IN SKR.

3. THE TRADE CENTER, AFTER MEETING WITH EACH OF THE CONTRACTORS
AND EVALUATING THEIR PROPOSALS, IS CONVINCED THAT OF THE BIDDERS,
BERGSTROM-NISSEN-LIE AND PUBLIC RELATIONS A.B. ARE QUALIFIED TO
HANDLE THE CONTRACT, WHILE PHILIP LORRAINE IS NOT. BERGSTROM-
NISSEN-LIE IS BELIEVED TO BE THE MORE CAPABLE FIRM FOR A
VARIETY OF REASONS INCLUDING THEIR EXPERIENCE THROUGHOUT
SCANDINAVIA (THEY MAINTAIN OFFICES IN ALL FOUR COUNTRIES), THEIR
IMPRESSIVE CLIENT ROSTER, AND THEIR GENERAL REPUTATION. WHILE
THE B-N-L BID IS SLIGHTLY HIGHER, THE PROPOSAL PROVIDES A GREATER
RANGE OF INSTITUTIONAL SERVICES AND AN ANTICIPATED UPGRADING OF
MAIL LIST IDENTIFICATION OF TARGET AUDIENCES AS WELL AS OF SERVICES
IN WHICH P.R.A.B. HAS PERFORMED INADEQUATELY UNDER THE FY74
CONTRACT. AS DEPARTMENT AWARE, FROM STC MEMCON WITH P.R.A.B.
DATED 11/9/73 AND PREVIOUS, CURRENT CONTRACTOR (P.R.A.B.
CONTRACT BIC-COM-S-50-FA-343) HAS NOT BEEN PERFORMING ADEQUATELY
AND HAS BEEN NON-RESPONSIVE TO OUR CONTINUAL PRODDING, PARTICULARLY
AS REGARDS: A) REGIONAL ASPECTS OF STC PROGRAM; B) AUDIENCE
IDENTIFICATION PROGRAM FOR KEY END-USERS, REPRESENTATIVES AND
BUYERS; C) SUPPORT OF AGENCY FINDING PROGRAM; D) SUPPORT OF
JEEP PROGRAM. MOREOVER, WE BELIEVE THAT BNL'S EXPERIENCE UNDER
TRADE CENTER CONTRACT MAY LIKELY RESULT IN REDUCTION OF COST
OF REIMBURSABLES.

4. ACTION REQUESTED: DEPARTMENT IS REQUESTED TO REVIEW
BID DATA FORWARDED UNDER SEPARATE COVER AND ADVISE STC/AMEMBASSY
STOCKHOLM OF AUTHORITY TO SIGN CONTRACT FY75 WITH BIDDER SELECTED
BY DEPARTMENT. PLEASE FORWARD DECISION AND AUTHORITY VIA
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TELEGRAPHIC MESSAGE. PRESENT CONTRACT ENDS JUNE 30. MINIMALLY,
AUTHORITY FOR LETTER OF INTENT TO SIGN CONTRACT WITH SUCCESSFUL
BIDDER WILL ENABLE STC TO PROCEED WITH PRELIMINARY PLANS FOR
FY75 PROGRAM.
STRAUSZ-HUPE

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